



Start Your
Business



Bharatiya Vidya Bhavan's

SPJIMR



Centre for Family Business & Entrepreneurship
offers

START YOUR BUSINESS PROGRAMME —

For Aspiring and Young Entrepreneurs

S P Jain Institute of Management & Research (SPJIMR) is a leading management school situated in the heart of India's financial centre, Mumbai. It is a part of Bharatiya Vidya Bhavan and ranks amongst the top management schools in the country. The Centre for Family Business & Entrepreneurship (CFBE) is one of SPJIMR's four Centres of Excellence. The Centre has played a pioneering role in fostering and nurturing entrepreneurship among family businesses and startups.



About **SYB**

The Start Your Business (SYB) Programme is a programme directed towards aspiring entrepreneurs and early-stage start-ups and seeks to provide knowledge and skills and instill in them the right attitude, which would help them create a sustainable venture. Crafted specially for those with an entrepreneurial streak, the SYB programme is a hands-on, practical course, designed to give you a head start within 4 months.

The SYB programme over 17 years has witnessed participants from educational backgrounds, skills sets, professional experiences but with one common vision to start their own business. The average age profile of the participants range from 20-40years+ with educational background from degree to post graduate, doctorate, engineers, lawyers, commerce background, doctors etc and from various parts of the country.

A glimpse of the sectors SYB entrepreneurs belong to is as follows



Manufacturing

Engineering, Chemical Packaging, Furniture, Jewellery, Lifestyle products, Pharma, Tea



Services

Coaching, Consultancy, HR Services, Investment banking, E-Commerce, Technology, Bio Tech, Education, Fintech, Food, Event Mgmt, Health, lifestyle, Wellness, Pet services, Real Estate, Trading, Printing & Publishing, Hospitality, Software

Through the SYB programme, SPJIMR has created a community of entrepreneurs who are actively networking with each other to address short term and long term needs of their businesses. The community is growing stronger with every new batch of aspiring entrepreneurs.



SYB Programme **Features**

- Conducted over 4 months - 9 weekends in a hybrid mode.
- A Business Plan Presentation in the 13th weekend
- A well-designed curriculum especially for start-ups with an intent to scale
- Start-up relevant themes, sequenced in a manner so as to facilitate coming up with a Business Plan
- Inputs from SPJIMR's top faculty, industry experts, investors and entrepreneurs
- An 'Office Window' available to participants to meet and engage with faculty, between sessions, during the week.
- Mentors assigned to each participant, with up to four half-hour mentoring sessions to help them prepare their Business Plan
- Business Plan presented and vetted by a panel of mentors and experts
- Opportunity to network with entrepreneurs from the startup ecosystem and family business ecosystem.
- Opportunity to earn SPJIMR's Executive Alumni Status after successful completion of the programme
- Regular interactive sessions with SPJIMR to know more about entrepreneurship programmes

SYB Programme **Curriculum**

Weekend	Theme
Weekend 1	<p>THE IDEA & OPPORTUNITY DEVELOPMENT</p> <p>Articulating the problem to be solved through understanding the unmet needs of the customer, and a possible opportunity area</p>
Weekend 2	<p>EVIDENCE BASED ENTREPRENEURSHIP</p> <p>The Product/Service and its Value Proposition : Who needs it and why?</p>
Weekend 3	<p>FINDING THE CUSTOMER, ACQUIRING AND RETAINING THEM</p> <p>Where can I find my customers and how do I reach them? How can I acquire my customers and keep them? Customer Discovery Marketing in a Digital World</p>

Weekend 4	<p>THE BUSINESS MODEL</p> <p>Understanding the constraints and Coming up with the shared language for describing, visualizing, assessing and changing business models. Business Model Canvas Presentation</p>
Weekend 5	<p>THE TECHNOLOGY</p> <p>Leveraging new technologies for your startup</p> <p>THE OFFERING</p> <p>Designing the Minimum Viable Products or service offerings to test customer acceptance</p>
Weekend 6	<p>THE FINANCIALS</p> <p>Managing costs and planning for revenues, understanding breakeven and the importance of cash flows</p>
Weekend 7	<p>THE TEAM</p> <p>Leadership and team building for startups</p> <p>STORYTELLING</p> <p>Communicating the value created to engage co-founders, employees, customers and investors</p>
Weekend 8	<p>THE STRATEGY</p> <p>Developing Strategies for the startup</p> <p>THE SCHEMES</p> <p>Seeking resources</p>
Weekend 9	<p>THE DECISION : SCALE OR SELL OFF</p> <p>Understanding funding and valuation</p>
Weekend 13	<p>THE PRESENTATION</p> <p>Presenting the Business Plan</p>

SYB programme is generally conducted twice a year, the details of next batch is available in the website

Fee & Admission Process

The Programme fee is Rs 95,000 + GST payable in full at the time of admissions. You can pay via NEFT / IMPS / UPI. The fees are non-refundable.

Participants desirous of joining the programme need to fill an online application form and pay the fees as per the fee schedule.

For more Details

Website <https://spjimr.org/syb>

youtube <http://www.youtube.com/spjimrentrepreneurs>

facebook <https://www.facebook.com/spjimr.communityforentrepreneurs>

linkedin <https://www.linkedin.com/showcase/spjimr-syb>

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